Warn, inform and advise communities about emergencies

Overview

This standard is about developing procedures and systems for warning, informing and advising communities and providing the required information prior to and during emergencies. It includes integrating communication with other emergency planning arrangements and working in partnership with other agencies, including responder organisations and the media. To meet the standard, the growing importance and use of social media must be understood. The aim is to ensure that warnings, information and advice are delivered prior to and during emergencies, to help mitigate the effects and aid recovery.

Target group

The standard is recommended for those who establish the need for awareness raising, and who develop and disseminate programmes and materials for educating communities about emergencies. Communities may include adults, children and young people, vulnerable people, residential homes and organisations in the public, private or voluntary sectors.

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Performance criteria

You must be able to:

1. develop effective arrangements for communicating with communities in emergency situations in line with organisational requirements
2. integrate procedures for warning and informing communities with other emergency planning arrangements in line with organisational requirements
3. map key community sites and locations in line with organisational and communication plan requirements
4. agree protocols for warning and informing communities with other agencies, in line with organisational requirements including arrangements for:
   4.1 identifying lead responders
   4.2 joint working with other responders
5. liaise with other responder organisations to confirm actions to warn, inform and advise communities in the event of emergencies in line with organisational requirements
6. identify specific objectives for communicating with communities in line with organisational requirements
7. develop effective arrangements for working with the media before, during and after emergencies in line with organisational requirements
8. provide relevant and timely information about the nature of an unfolding event, in line with organisational requirements including:
   8.1 an overview of the situations
   8.2 immediate actions being taken by responders to minimise risks
   8.3 actions being taken by responders to assist recoveries
   8.4 how further information can be obtained
9. provide information in line with organisational requirements that:
   9.1 is co-ordinated, consistent, timely and without unnecessary duplication
   9.2 promotes understanding for target audiences
   9.3 is as comprehensive as possible, without causing unnecessary alarm
10. utilise social media as a monitoring and response tool in line with organisational requirements
11. check information provided enables individuals to take actions to minimise impacts of emergencies in line with organisational requirements
12. horizon scan for future risks and hazards that may impact existing arrangements
13. review and evaluate arrangements for warning, informing and advising communities in line with organisational requirements

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Knowledge and understanding

You need to know and understand:

1. how to set communications objectives, taking account of audience segmentation and their diverse needs, abilities and preferences
2. effective methods for delivering information during emergencies
3. types of communication capabilities available to your organisation and partner organisations
4. public information systems and impacts of disruption to them during emergencies
5. the impact social media may have and your organisation's responsibilities relating to this
6. organisational emergency plans and arrangements
7. organisational arrangements for direct communications with communities, including:
   7.1 websites
   7.2 social media
   7.3 text messaging
   7.4 sirens
   7.5 door to door visits
8. organisational arrangements for communicating with staff and decision makers in emergencies
9. procedures for testing and exercising warning arrangements
10. roles and functions of the main agencies involved in civil protection at local, regional and national level
11. organisational arrangements for working with the media during emergencies
12. the benefits which effective media relations can provide during emergencies
13. the importance of good media relations during emergencies
14. the impact public communications media can have on the conduct of emergency operations
15. potential impact of emergencies on vulnerable people and groups
16. measures that can be taken to ensure required information reaches, and is understood by vulnerable people
17. how to review and evaluate arrangements for warning, informing and advising communities
18. how to benefit from lessons learned and good practice from other organisations
19. legal responsibilities for warning in emergencies across civil protection partners and hazardous site operators

20. statutory duties of responder organisations to warn, inform and advise communities

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Behaviours

Listed below are the main generic behaviours which need to be applied. These are explicit/implicit in the detailed content of the standard and are listed here as additional information:

1 community minded
2 determined
3 empathetic
4 investigative
5 realistic

Skills

Listed below are the main generic skills which need to be applied. These are explicit/implicit in the detailed content of the standard and are listed here as additional information:

1 analysing
2 briefing
3 communicating
4 consulting
5 information management
6 marketing
7 organising
8 problem solving
9 project management
10 research
11 liaison

Glossary

Frequently used terms and how they should be interpreted in the context of the Civil Contingencies NOS:

Community
Individuals and organisations in localities including adults, children and young people, vulnerable people, residential homes, businesses, etc.

Links to other NOS

This standard is linked to:

1 CCAA1 Work in co-operation with other organisations
2 CCAC1 Develop, maintain and evaluate emergency plans and arrangements
3 CCAF1 Raise awareness of the risk, potential impact and arrangements in place for emergencies
4 CCAG4 Address the needs of individuals during the initial response to emergencies

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